

Community Engagement – Phase 3

Update to the Boulder Valley Comprehensive Plan



The purposes of Phase 3 include informing people about the focus areas building on what was heard in phase 2, and developing options, analysis and recommendations for changes to the plan and adoption in phase 4.

Building on the goals and framework outlined in the [BVCP Engagement Plan](#), **guidance** specific to phase 3 (and likely phase 4) includes:

- Early Input Reflected in Options
- Easy to Find, Relevant Information
- Deep Discussion and Understanding
- Diversity of Spaces (in-person & online)
- Input from Targeted Groups
- Ample Time for Review and Input
- Citywide and Local Scale
- Common Ground Solutions
- Problem Solving Input & Solutions
- Fun Factor

Engagement for Phase 3

A. Shaping Concepts *(January – May)*

Purpose is to confirm focused topics, review draft policies and shape concepts, choices and scenarios. Concepts will revolve around maps and policies.

- February: **Provide updates** on Areas of Focus and Process Schedule: video, e-mail, newsletter
- March – April: **Continued work to reflect and summarize** what was heard in survey and other outreach for shaping options.
- April – May: **In-person and online events – “Planning Fair”** to get input about concepts and shape the options for consideration. Provide clear information about the potential range of options and analysis that will be performed. Offer opportunities for people to suggest problem-solving ideas to shape options. Organize to be available as an in-person workshop(s), traveling exercises to share at other meetings as well as online. Employ creative approaches for visualization and mapping exercises.
- Questions for policy discussion and mapping exercises would be crafted around focus topics and help inform the range of options.
- Flesh out strategies and establish relationships for reaching targeted groups with options.

B. Input on Options, Trade-offs, Analysis and Draft Policies *(June – Sept.)*

Purpose is to present scenarios and analysis and gather input on trade-offs and preferences as well as draft policies, possible strategies and measures of implementation.

- **Types of events or formats may include:**
 - **Survey #2 on options and solutions**
 - **Pop-up Meetings and/or Plan Van** (*specific to BVCP as well as in conjunction with other city projects or initiatives*)
 - **Local Meetings / Walking Tours** (*building on listening sessions*)
 - **Targeted Outreach** (*people under 40, immigrant community, in-commuters, renters, families, youth, students, county agencies and organizations*)
 - **Online Info and Polling** (*with social media*)
 - **Meetings-To-Go**
 - **Working or Focus Groups on Key Topics** (*as needed or identified as option development progresses*)
 - **Input from Boards & Commissions**

C. Narrowing Options – Preferred Direction, Draft Plan *(Sept. – Dec.)*

Provide drafts and recommended land use changes and ample time and opportunity for community members and groups to weigh in on the proposals.

